CMR

COMMUNITY
MEDIA REVIEW



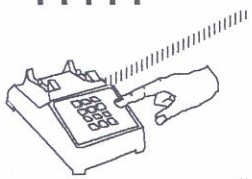
International Access

The Journal of the
Alliance for Community Media
Volume 17, No. 4

Get in touch with your community

with the

Interactive Video Bulletin Board



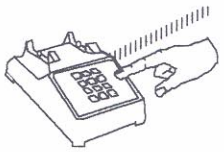
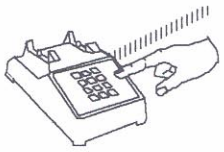


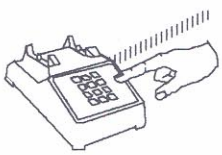
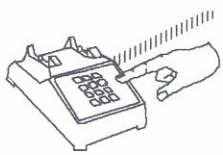





THE CHANNEL THAT TAKES REQUESTS:

- ***Lets viewers choose what they see.***
- ***Handles up to 999 topics of any length.***
- ***Prints reports of what viewers choose.***
- ***Typically receives 1,000 requests/day.***
- ***Gives documented proof of viewership.***
- ***Uses PC word processor files as input.***
- ***Fast, easy setup and maintenance.***



What current owner-operators say about the *Interactive Video Bulletin Board:*

"I can watch it taking calls from my office, and know that we're serving the community. The feedback helps us understand our viewing audience's likes and dislikes."

-David Vogel, General Manager, Community Television of Knoxville

"The system is amazing in its simplicity and power. It involves the viewing audience directly and documents every phone call it receives. It helps make us indispensable to the community."

-Fred Thomas, Executive Director, Fairfax Cable Access

"Since installing the Interactive Video Bulletin Board, we've gotten more interest and participation from non-profits than we had in the last 10 years. It's less work, more effective, and it's fun for viewers to use!"

- Lynn Carillo-Cruz, Executive Director, Quote...Unquote, Albuquerque

"It's the lowest-cost, highest-impact service we offer to local non-profits. During September...participating organizations reported that an average of 65% of their calls resulted from viewership of the Interactive Video Bulletin Board."

- Barbara Popovic, Executive Director, Chicago Access Corporation

For a brochure and videotape, contact:

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Volume 17, No. 4

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On the Cover: Cable has been the key to Access in the USA - but not necessarily the rest of the world. Check out the articles inside this edition of *CMR* to find out how the people of other nations gain access to electronic media. *Cover illustration by Michael Walberg.*



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Community TV and Local Identity

By Mario Gutiérrez

As economic globalization advances and technologies are increasingly combined, telecommunications will inexorably universalize our world. Urgent questions thus arise: What will happen to local identities in the global melting-pot? What impact do the new forms of community TV emerging alongside global TV have on collective identities? What are the new aesthetic and narrative challenges posed by this audiovisual evolution common to local and global realities?



A few answers were forthcoming in the recent Workshop on Community TV jointly conducted in Lima by CODAL (*Communication for Development in Latin America Project*, supported by the CIC, Italy and VTM, Canada) and the AVL Andean Region. This event brought to light the rapid proliferation of local TV broadcasters and channels as well as their particular characteristics in terms of management, programming, production and reception which distinguish them in important ways from previous experiences in community access TV.

According to participants, in only the last four years 500 cable channels were established in Argentina, as were at least 100 satellite broadcasters in different cities in Peru and another 500 community broadcasters in Colombia. These come on top of the 80 channels that already existed in Bolivia and the countless regional and municipal broadcasters still regulated by state or private monopolies in Brazil and Chile.

Julian Tenorio of the Association of Television Viewers in Cali, (Colombia) informed us that: "In the Cali valley alone there now exist 21 community channels. And yet, no laws exist either to encourage them or prohibit them."

One of the characteristics of the globalization process is precisely a deregulation of telecommunications which provokes a fragmentation of both supply and demand. That said, it's obvious that this temporary liberation of the television market has more to do with the trade in symbolic production than with media democratization. The opportunity to watch programs from anywhere in the world, absolutely free from any regulatory control, has proven irresistible.

Another participant, Yashin Salas of Channel-10TV in Yurimaguas (in the Peruvian Amazon) explained that: "...we use the satellite dishes in our town to receive the main channels' satellite signals. We also broadcast our own local programming - without much technical sophistication... but we do it creatively. It's mixed with theirs, but it's different from theirs..."

Clearly the difference is not primarily on the technical level. What really matters is the distinct cultural idiom through which a local broadcaster relates to its audience by acknowledging its identity, respecting its diversity and projecting a positive public image of it.

The challenge for training is to develop the creativity needed to discover themes, languages and narrative forms which don't simply compete on the level of mainstream efficiency, i.e. in terms of entertainment, but also on the local level per se, i.e. in terms of effectiveness in communication and collective participation.

Fernando Carrasco of El Canelo-Communicaciones-TV-Chile reminded us that: "its been demonstrated that a neighbourhood issue, or a local personality or a motorist who speaks like us, attracts more viewer interest in regional television than national or international questions..."

Television authenticates, acknowledges and provides legitimacy. While audiences are a mix of global, national and local identities, that which is relevant to people's lives and feelings, and is immediate and identifiable with their own culture, will always take priority.

Cecilia Quiroga of Noticiero Mujer del Alto-Bolivia (*Women's News in Upper Bolivia*) spoke of the importance of financing and management: "...we must develop our management capabilities to generate sufficient resources to maintain production and compete in market terms."

Independent productions, like co-productions, are fraught with uncertainty (collaboration is never easy). Consequently, we must accept the challenge posed by self-financing. That means lowering costs, developing popular programming with few resources, creating networks of local broadcasters, doing co-productions with private enterprise, developing local advertising, co-administering with local institutions and most importantly, getting people to participate actively in their TV station.

Through this workshop we discovered that in the new local TV everything remains to be done: they aren't organized for community access , they lack state protection, they lack sources of self-financing, their personnel lack technical training, their programming is a mix of local and international content and they don't even have legal status.

However, what they definitely do have is a great potential to recognize diversity, strengthen identities, appraise local cultures, promote citizenship rights and participate actively in the democratization of communication.

Mario Gutiérrez of A.C.S. Calandria-Peru, is a Trainer-Teacher in the CODAL Project and a Researcher at the University of Sao Paulo (Brazil). Reprinted with permission CLIPS, the newsletter of Vidéazimut.

Local Flavors

By Anthony Riddle

Recently, I was fortunate enough to have participated on a Commission convened by President Jimmy Carter in St Petersburg, Russia.

This annual meeting of the Commission on Radio and Television Policy explored options for broadcast media autonomy - including issues related to ownership, technology and regulatory structures. The US delegation included Alfred Sikes, former Chair of the FCC; James Quello, current FCC member; Preston Padden, VP/Program Distribution for Fox Network; Stuart Loury, VP of CNN; Senator Ted Stevens of Alaska and Pierre Salinger of ABC News, among others.

I was asked to participate on the Commission by President Carter following my involvement in a working group at Aspen Institute earlier this year. I followed the meeting with a letter to the ex-President noting that Access is the most democratic of media, offering a real opportunity for freedom in developing countries not already overwhelmed with commercial media.

Seventeen hours of flight were followed by almost continuous meetings. One had hardly any time to explore such an interesting city. Still, at every break, we all tried to escape to the surrounding neighborhoods.

I went to more than one *restopan* (restaurant) in search of a Russian beer. None to be found. It started as a lark, an excuse to explore. One should try the local flavor. But as each waitress said there was none, it became a quest.

There was something important here, my senses told me. I don't know why, but it was clear that there was a wisdom, a moment here which would explain much about the newly independent states.

I went to a bar around the corner, "Uecan," I think. I asked the waitress. She says, "We have only German or Austrian beer here."

I wonder why....

"This is a foreign restaurant," she says, "a good restaurant. You want Russian beer, you go to a bad restaurant."

Right here in the heart of beautiful, history-rich St. Petersburg, the waitress tells me this.

So I take this story to the conference. This is a formal setting. A remodeled 150-year-old meeting room. Thirty-five highly placed and dignified representatives from former adversaries around a huge conference table, each with headphones on for simultaneous translation. Fifty or more press and observers in rows behind us. A half-dozen Secret Service people eyeing the room cautiously.

I must wait from 9:00 am until 2:30 pm before I can promote the media Access I have travelled 5000 miles to promote. In the middle of my dry presentation I stop and tell them the story you have just read.

I tell them I am happy to see that fine American beer, Budweiser ;-). But I don't come to Russia to taste Budweiser. I wonder why the Russian beer cannot be found.

"...there was a wisdom, a moment here which would explain much about the newly independent states."

Everyone laughs. Caught off-guard, they laugh. For the rest of the conference, they stop me in the hall to laugh and say "Russki beer! Russki beer!"

But the point is made: Their voice must develop from local conditions. Their economy must develop from local products. Their sense of self must not be lost in a mad escape from recent history. Where does Access fit in? Well, even the tiniest, shabbiest cotton cloth made in India was more important to Mahatma Ghandi than the finest silk from Britain because it was an expression of local thought and feeling. It was an integral part of local economy. It was assurance of local independence and self-worth.

So it is with Access in your community. No commercial entity can produce programs which speak more to the needs of your community than your neighbors.

This idea is so potent that it spawned discussion of bringing Access to Russia - a country which has no history of free speech and has no cable franchises or government support of facilities for the public. Support for bringing Access to the newly independent states was thrown onto the table from several quarters, leading me to believe there is actually the chance that we may see Access in the former Soviet Union very soon.

If Access can sprout under those circumstances, I expect we will see Access remain strong and viable in these here United States - no matter what the changes the regulatory environment may bring us.

Perpetuation of Access will require your continued vigilance and activity. It will also require the utmost organization and creative thinking on all our parts. We must continually find creative ways to express to others the importance of the work we do daily.

Expect to hear soon from the Alliance National about a creative, simple and fun way by which we can win the attention of our elected officials....

Anthony Riddle is the Board of Directors Chairperson of the Alliance for Community Media.

Related story on page 28...

The Land of the Morning Calm

By Dirk Koning

They call it *The Land of the Morning Calm*. And if you are anywhere near the capital city of Seoul, that morning calm lasts about 2 minutes at 4:00 a.m. This city of 11 million ranks third in the world and is celebrating its 600th birthday this year.

South Korea is about the size of Indiana with 40 million inhabitants. Since 70% of the country is mountains, folks wedge into the rest.

This 5,000-year-old culture holds the distinction of introducing the movable type printing press three hundred years before Gutenberg is credited with it.

"Some folks really can't fathom the notion of average citizens doing their own TV and then transmitting it on cable."

A fortuitous conversation at the Alliance national conference in Hawai'i with Dr. Myung Koo Kang landed me on this Asian peninsula split between north and south after WW II. Dr. Kang is a professor in the Communications Department at the prestigious Seoul National University. Education and educators are revered in this land with a 97% literacy rate and annual limits of 30% of high school graduates allowed into college.

South Korea is gearing up for the launching of cable television in 1995. Dr. Kang ventured to Hawai'i with independent producer Myoung Joon Kim to get an idea of the public access "thang".

The South Korean government decided to allow about 50 operators to provide 40 channels to communities. There is talk of one government and one local origination channel per community. But the idea of one for the people has a long uphill battle.

The Korean television scene consists of Korean Broadcasting System 1 and 2 and MBC. This "BBC"esque system operates on $700,000,000 per year based on advertisements and TV license fees (yes you pay for the right to have a TV). Programming must be registered with the Minister of Information and if you're not registered, yet producing, you are a criminal. The Independent Production movement is underway and is spearheaded by labor and civil rights groups.

Dr. Kang had a rigorous schedule mapped out for my eight-day trip in late September. His goal was to introduce the Public Access idea to as many influential groups as possible in order to plant the seed. I met with and presented to leading communications faculty, the Citizens for Solidarity for Democracy and Human Rights, guest lecturers at Seoul National and Korea University, The Association for Broadcasting Studies, Lawyers Association for Democracy, Korean Press Institute, KBS Broadcasting Union and the Korean Institute for Broadcasting.

Folks were real interested in hearing about the theoretical underpinnings of media access policy and the nuts and bolts of day-to-day operation and financial existence. In some cases the threshold of total disbelief had to be crossed. Some folks really can't fathom the notion of average citizens doing their own TV and then transmitting it on cable.

The one thing I always have to remind myself when suggesting Community Media to other countries is that we don't have the answers here in the U.S. Just like every center in the U.S. is different, the nuances of individual countries and the political climates will force unique and different approaches. Our models are only as valid as our results. Frankly, it would be difficult to gloat at successes in the U.S. when we realize we are all living mostly off the "sugar daddy" called franchise fees.

It appears as if the strategy being formulated in Korea is three-pronged. Examples of Public Access programming will be critical to set the stage for replication. Folks have to have an idea of what is possible and what is happening before they can "sell" it internally. Fortunately Korea is operating on the NTSC system so your tapes can be screened there with no transcoding necessary.

Please send examples of your programming to Dr. Kang at:

Dr. Myung Koo Kang
Seoul National University
Department of Communications
Shinlim-Dong
Seoul 151
Seoul, South Korea

The second prong of the Access strategy is to mobilize traditional groups and institutions toward the idea and application of Community TV. If it is going to happen, it will take the established social service groups to help substantiate the claim.

Thirdly, attempts will be made to amend current policy to allow for and perpetuate the concept.

Their strategy sounds quite familiar, eh? Due to the explosion of cable television and the so called "information superhighway" across the globe, the need for Access "Missionaries" seems more apparent now than ever. The concept must be forwarded of access to information and dissemination as a fundamental human right. Maybe the Alliance can form an "Outreach Institute" to help organize and establish Community Media Access globally.

See *Morning Calm*/Page 21...

The Sign of the Times on the Information Superhighway?

By Barry Forbes

The "information superhighway" is dangerously close to becoming a series of private roads — and the "public transportation" of media access may very well go the way of the horse-drawn buggy. Now, you may think that this is a bit extreme — but consider these four points...

1. The Regional Bell companies lobbied to remove "public space" from S. 1822. They succeeded in forcing Senator Hollings (D-SC) to withdraw this "Communications Act of 1994" from the Senate's consideration. However, Senator Packwood (R-OR) is already at work drafting new legislation which will be even more supportive of the Bell companies — and dangerous to access.

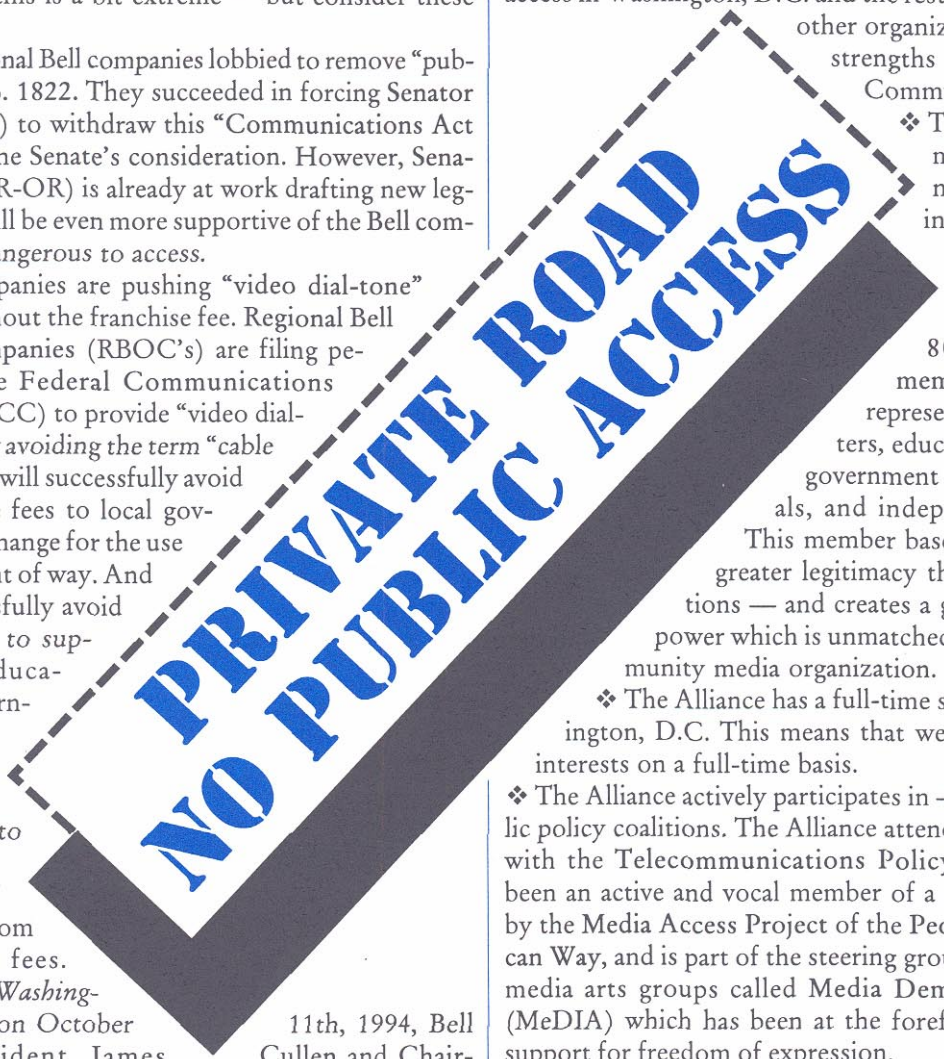
2. Bell companies are pushing "video dial-tone" — cable TV without the franchise fee. Regional Bell Operating Companies (RBOC's) are filing petitions with the Federal Communications Commission (FCC) to provide "video dial-tone" service. By avoiding the term "cable television," they will successfully avoid paying franchise fees to local governments, in exchange for the use of the public right of way. And they will successfully avoid their obligation to support public, educational, and governmental access to their networks.

3. Bell companies aim to take 50% from the cable TV market — and from your franchise fees. According to a *Washington Post* article on October 11th, 1994, Bell Atlantic President James Cullen and Chairman Raymond W. Smith *"predict that their company will take 50 percent of the Mid-Atlantic region's cable television market away from local cable operators within the next five years."* And that means a 50% cut in the franchise fees which supports P.E.G. access.

4. Cable TV will protest the "unfair competition" — and will fight their franchise requirements. With the deregulatory moods of both Congress and the courts, cable companies have a good chance of winning their case of proving that "franchise fees" are unwarranted restrictions of free trade.

This will mean the death of public, educational, and government access to the "private roads" of telecommunications networks — unless the Alliance for Community Media is successful in defending and advancing media access for all.

The Alliance is uniquely poised to protect and advance access in Washington, D.C. and the rest of the country. No other organization can boast the strengths of the Alliance for Community Media:



❖ The Alliance is a member-based organization representing diverse interests. The Alliance represents over 400 organizations and 800 individual members, which in turn represent public access centers, educational institutions, government entities, professionals, and independent producers. This member base gives the Alliance greater legitimacy than other organizations — and creates a grassroots lobbying power which is unmatched by any other community media organization.

❖ The Alliance has a full-time staff based in Washington, D.C. This means that we look out for your interests on a full-time basis.

❖ The Alliance actively participates in — and leads — public policy coalitions. The Alliance attends monthly updates with the Telecommunications Policy Roundtable, has been an active and vocal member of a coalition organized by the Media Access Project of the People for the American Way, and is part of the steering group for a coalition of media arts groups called Media Democracy in Action (MeDIA) which has been at the forefront of mobilizing support for freedom of expression.

❖ The Alliance defends your interests to policy makers. Board members have testified before Congress, participated in hearings before the U.S. Department of Commerce, and reviewed proposals for the National Telecommunications and Information Administration's (NTIA's) Telecommunications Information Infrastructure Assistance Program (TIIAP). The Alliance's suit against the FCC (now taken up by the full U.S. Court of Appeals for the D.C. Circuit) shows that we are serious about defeating censorship rules. Most recently, the Alliance was requested by the Senate Commerce Committee to prepare S. 1822

See *Private Road*/Page 22...

The Alliance Gears Up for 1995

By Barry Forbes

The major priorities for the Alliance operational budget in 1995 will be (1) improve cost/effectiveness of current services; (2) strengthen communication; (3) develop membership services and solicitation; (4) increase information services; and (5) advance public policy initiatives.

These budget priorities were presented to the Alliance for Community Media Board of Directors at their September 23rd - 24th meeting in Reno, Nevada. The Board endorsed these priorities and passed a flexible budget in which expenses would be determined by actual revenues.

STREAMLINED NATIONAL OFFICE

In order to refocus funds on specific projects, the National Office budget was cut by a total of $22,000 from the previous year's budget. Generally, this reduced budget will mean that the National Office staff will have to get by with less and take on more responsibility (such as handling the marketing and fundraising for the Hometown Video Festival and for the annual convention.)

CURRENT SERVICES

The annual Alliance convention and Hometown Video Festival are important as focal points for the mission of the organization and as showcases for members. However, the increasing downward spiral of the convention's finances over the past five years and the 16% dip in Hometown entries this year clearly demonstrate that changes are critical in order to return these activities to their roles as revenue generators for the Alliance.

The 1995 Hometown Video Festival will see few changes this coming year, except for a consolidation of some of the categories and a re-examination of the judging procedures. The annual national convention will be held to stricter financial controls and a re-evaluation of complementary registrations. The National Staff will take on the coordination of marketing and fundraising for both the festival and the convention.

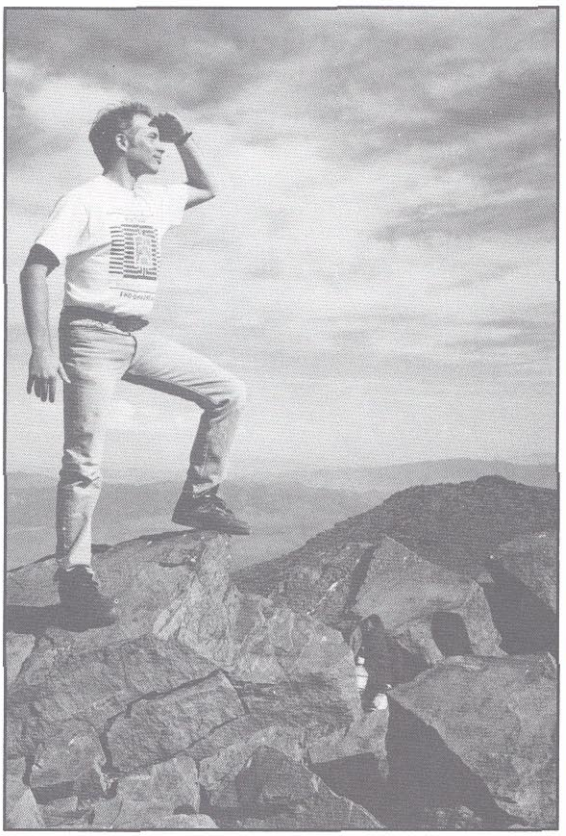


Photo by Tony Riddle.

Barry Forbes atop Mount Rose.

COMMUNICATION

Poor communication has been a concern of many members over the past year. Members reported that they received late information regarding the convention and Hometown festival, that they have not been informed of national and regional activities, that they have not been informed of Board meetings and actions, and have remained largely unaware of what resources are available to them as members. *Community Media Review* (*CMR*) has increased in technical quality over the past year, thanks to a generous grant of $5,000 from Central States Region, but has been irregular in its publication. Of equal concern is the fact that *CMR*'s direct cost per member/subscriber in 1994 is about $32 (without any overhead) — whereas the basic subscription price is $25.

In 1995, all convention and Hometown promotion and registration materials will be distributed on time. Both the newsletter *The Medium* and the journal *CMR* will be published on schedule and not held up by late articles. The National Office will work closely with the Regions to ensure the timely publication of their own newsletters. Since *CMR* can no longer depend on the generous $5,000 grant from the Central States Region, the number of pages will be cut back. However, the National Office will work with the *Organizational Development Committee* to create a workable division of members and special interest groups and fund regular communications within each division and group. The 1995 budget includes funds for printing and mailing quarterly newsletters for six membership divisions.

In addition, the Alliance will be relying more on electronic communications via fax and computer, which would speed the delivery of Alliance information to its membership. The Alliance has just signed up for a fax broadcast service offered by the nonprofit buying cooperative Telecommunications Cooperative Network. The Alliance Information Infrastructure (AII) committee will be operating an internet "LISTSERV" which will both increase the speed and decrease the cost of our communications.

If enough members renew by December 31st, a full-time Director of Communications will be hired in 1995 to oversee the improvement, timeliness, and value of *CMR* and *The Medium*; to assist in developing and managing new communications activities; and to help with the promotional materials for membership, the annual convention and Hometown.

See *Alliance*/Page 20...

1995 Hometown Awards

Judging Sites Sought

By Randy Van Dalsen

Plans are now being made for the 1995 Hometown Video Festival, sponsored by the Alliance for Community Media.

If your public access, educational access, government access, or local origination facility would like to participate as a Preliminary or Final Judging Site, please mail or fax a letter indicating your interest and describing your facility's capabilities to:

Hometown Video Festival
ATTN: Randy VanDalsen
c/o The Buske Group
3001 J Street, Suite 201
Sacramento, CA 95816
FAX: (916) 441-7670

Each Preliminary Judging Site administers the judging of about 60-70 entries. Each site determines four finalists in from one to four category divisions, depending on the number of videotapes entered in each category division. Four to seven judging panels must be organized and overseen by a staff member at each Preliminary Judging Site (depending upon the number of videotapes entered in the site's assigned category divisions). Each judging panel is made up of three people, including staff members and community volunteers. The judging activities of each panel will require about four to five hours of their time.

Preliminary Judging Sites must be able to view entries in the VHS and 3/4" formats. *The preliminary judging activities must occur between April 15 and April 30, 1995.* About 35 Preliminary Judging Sites will be selected.

The Alliance also seeks letters of interest from facilities willing to host the Final Judging activities, where Hometown award recipients are chosen. Facilities which wish to be considered as a host site for Final Judging should mail or fax a letter to the Hometown Video Festival Manager at the address shown above. The Final Judging Site must have at least ten (10) viewing areas to be set up for judging VHS or 3/4" entries, plus two other large areas to serve as a staging area and lunch/break room. These areas must be available for three consecutive days to handle the judging of about 400 finalists. *Final Judging must take place between May 19 and May 22, 1995 (Friday through Sunday or Saturday through Monday, 8:00 AM - 6:00 PM each day).*

"...this activity generates great ideas for program topics and production techniques..."

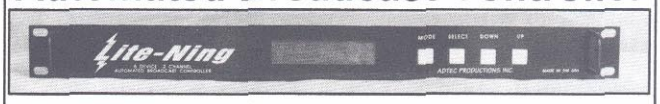
Approximately 100 people will be needed as judges during Final Judging. Using sign-up forms provided by the Hometown Video Festival Manager, it will be the responsibility of the Final Judging Site staff to identify and secure the participation of about 80 people as judges from the local area (including staff and community volunteers). Final Judging activities are overseen on-site by the Hometown Video Festival Manager.

A nearly universal reaction of centers which have served as Hometown judging sites is that this activity generates great ideas for program topics and production techniques for their staff and community producers, and inspires them with a better perspective about local programming on cable systems throughout North America.

The deadline for letters of interest in participating as a Preliminary or Final Judging Site is December 16, 1994.

Randy VanDalsen represents The Buske Group, which coordinates the annual Hometown Video Festival judging and awards.

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Europe

The Self-Reflecting Mirror...

By Olivier Pasquet

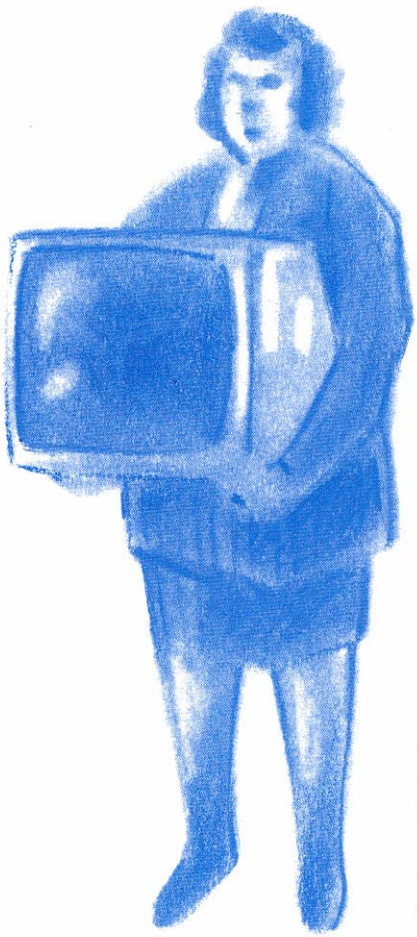
The disappearance of state monopolies in TV, the development of cable and satellite TV and the explosive expansion of the home video market have contributed in Europe, like everywhere else, to television's increasing mediocrity. It is therefore not surprising that today small village communities require their own television channels and that so called local television has become fashionable: institutes are cropping up all over, as are researchers and academic specialists publishing countless studies on the subject. Likewise, colloquiums and other festivals follow one another at a steady pace, while national networks, both public and private, are developing local hookups "to get closer to viewers."

In fact, this infatuation has led to an enormous amount of confusion: terms such as *community, local* and *immediacy* have been gradually rendered meaningless and, more often than not, coopted for commercial and political ends. Aside from its lack of financial muscle, local television in Europe is now indistinguishable from conventional network TV and is, for the most part, more synonymous with conformity and lack of substance than with democratic alternatives or creativity.

Today in Europe, as in North America, like a remedy to the anxiety caused by the globalization of the economy and in the field of communications, "life as television" is making a glorious comeback. A recent anecdote illustrates the confusion engendered today by this self-reflecting mirror. In France, following a "Local Television Festival", the number two national public network's newscast ran a very short item in which a couple in their seventies were interviewed while watching a local TV program... in which an eight-year old was being interviewed. The couple explains: "We like local television! Now we can see our seniors on TV, after all they don't get out much anymore!" This anecdote probably merits a deep analysis both concerning the journalistic approach adopted and the actual impact of mediatization on "local life."

Nevertheless, in this overcast sky there are, happily, a few rays of sunshine. First, there are the successful community access networks in Germany. Their thirty open channels show the way to an authentic electronic democracy where censorship and self-censorship are unknown. This democracy exists also in the Netherlands. Amsterdam's Salto, the Open Kanaal, is open to any groups desiring a space for free expression where they may make their own inventive and creative TV programs. In Belgium the "TV du pays de Gent" is waging a struggle for authentic local community television with courage and humor, opening up avenues for community TV in Wallonia.

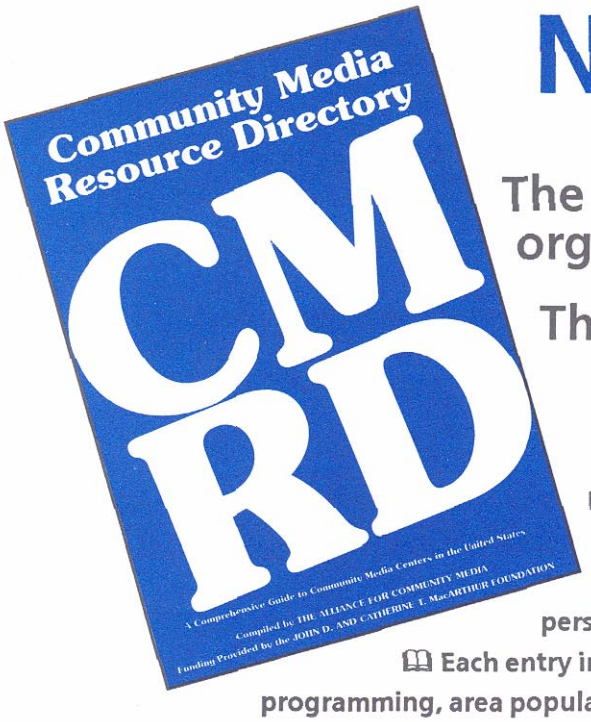
On a smaller scale, others have succeeded in inventing new ways of broadcasting. In France, "Tele Millevaches" produces a monthly one-hour video magazine which is copied onto 100 VHS cassettes and distributed for exhibition in cafes and other public venues. "Canal Nord," Amiens' famous "neighborhood television," has installed its studios in one of 8,000 neighborhood apartments, all of which are connected via collective antennas. Regularly "Canal Nord's" programming allows residents to speak freely of their problems and to question their representatives and elected officials. These are just two examples from the "Federation des videos des pays et des quartiers."



In Europe, access to broadcasting facilities is far from a universally accepted right, especially when it comes to alternative or marginalized works and images. However, access to broadcast facilities or cable is not absolutely necessary for producing programs that will be watched. "Despite TV" in England and "Northern Visions" in Belfast have proven this by showing that in situations of emergency and necessity image production can be both meaningful and useful. Many, here as there, seem to have totally forgotten this!

At a time when the community TV concept is making headway in the South, one can only hope that new endeavors will draw inspiration from these "rays of cultural sunshine" or from those in the faraway Australian skies.

Olivier Pasquet is responsible for International Relations at the Federation Des Video Des Pays Et Des Quartiers in France. Reprinted with permission from CLIPS, the newsletter of Videazimut.



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Public Policy Report

By Alan Bushong

As Committee Chair, let me thank the many Alliance members who have worked with their communities so hard this summer to promote public interest legislation. The struggle was truly greater than David and Goliath in proportion, as the Bell telephone companies, long distance phone companies, cable companies and computer data services fought over the prospects of huge profits. The Alliance and coalition partners, working with meager financial resources, elevated public space in the debate and improved both the House and Senate bills. Although no legislation passed this year, we have created the basis for public interest legislation in 1995.

Legislation: From HR3636 to S.1822 to Nothing. Federal legislation is dead for this year. On September 23, Senator Hollings issued a six-page press release criticizing the regional Bell telephone companies for killing the broad telecommunications legislation which he sponsored, and which in August had passed out of committee by an 18-2 vote. As a result, in 1995 the legislative process starts over in both the House and Senate.

The news for Alliance members is mixed, as was the Alliance's position on the bill. S.1822 incorporated only a portion of the public interest provisions included in S.2195, the Public Right of Way bill sponsored by Senator Inouye and supported by a broad coalition of public interest groups coordinated by People for the American Way and the Media Access Project. S.2195 featured a 20% channel capacity set-aside at no charge for a broad range of non-commercial programmers including PEG access, public television stations, schools, hospitals, libraries and state, local and tribal governments. An Infrastructure Fund, taken from a small part of system profits, was included to fund operation of the non-commercial channels.

Portions of S.2195 were incorporated into S.1822, the broader Senate telecommunications bill. The public interest coalition worked with Senator Inouye to gain a 5% set-aside of "public space" channel capacity at reduced rates, and was instrumental in the inclusion of report language which is very favorable to the Alliance. However, non-commercial channel capacity was no longer without charge; video dial tone systems—telcos providing switched services—were not subject to franchises; and the bill included no funding for channel operation.

With no Senate bill, there will be no conference committee and no new law in 1994. Earlier this year, the Alliance had worked with House Committee staff to add language to HR3636 (since incorporated into HR3626) requiring Telcos to provide PEG access resources equal to those provided by cable companies. The Public Policy Committee worked with Alliance Chair Tony Riddle to draft his written and oral testimony presented to the House and Senate subcommittees.

Telcos may press forward with applications to the FCC for video dial tone systems. Lacking legislation, no franchise is needed for Video Dial Tone systems, a situation which not only stunts the growth of access to electronic media but jeopardizes cable franchise resources secured during the last 20 years.

In the Interim. The Alliance and coalition partners will use this fall to organize for 1995 legislation, and will be providing progress reports to Alliance members and communities. Congressional recess is an ideal time to once again demonstrate the value of community media and broad-based community support for public interest legislation. A significant portion of the House, and perhaps the Senate, will consist of new members.

"...not only stunts the growth of access to electronic media but jeopardizes cable franchise resources..."

The Communications Network. The committee is working with Executive Director Barry Forbes to identify several improvements to the communications structure—to date known as the FAX Tree. Alliance members with E-mail and Fax equipment are asked to help.

Video Dial Tone 214 Applications and Public Utility Commissions. Telephone companies are submitting applications for video dial tone systems in a growing number of communities. The committee is researching this application process, with the goal of providing helpful information for community responses. The committee will also discuss interface with state public utility commissions, key organizations if regulation moves to the state level. Alliance members and coalition partners with expertise in state regulation will be asked to develop an information paper to help communities prepare for state level regulation.

Keep up the good work! As an increasing number of communities use community media to build our democracy by spreading local information, getting more people involved, solving problems and enjoying the presence of diverse peoples, the Alliance and coalition public interest partners will enjoy greater success in accurately representing your good work and in creating an environment conducive to the development and expansion of community media.

Alan Bushong, Chair of the Alliance's Public Policy Committee, is Executive Director of Capital Community Television in Salem, Oregon.

Video Dial-Tone Update

By Barry Forbes

Video dial-tone (VDT) is a hot topic — but many members still do not know what it is exactly or what it may mean to PEG access. The National Office, along with Alliance members Paul LeValley of Arlington (VA) Community Television and Ian N. Wheeler of Fairfax (VA) Cable Access Corporation, have been discussing VDT with representatives of Bell Atlantic, the regional Bell operating company (RBOC) serving mostly the mid-Atlantic states.

Basically, VDT is cable television delivered via the telephone wires — with a few major differences. The technical difference is that VDT can distribute analog cablecast programming, digital cablecast programming, and digital "pointcast" or interactive services. Analog services may not need a set-top box — but the digital services will. The major regulatory difference is that, in a recent court case lost by the National Cable Television Association (NCTA), the FCC considers VDT (as described by the RBOC's) to be covered by "common carrier" guidelines rather than by the franchise process — and is thereby exempt from franchise fees in exchange for the use of public rights of way.

"...if the RBOC's are successful in taking 50% of the market 'away from local cable operators within the next five years,' PEG access centers will see a similar cut in their own budgets..."

Although common carriers are prohibited by law from offering preferential rates, Senate bill 1822 (if it had been passed) would have allowed the RBOC's to offer "incremental cost" rates to specific "telecommunication entitities" — which included public and educational acccess organizations and specifically excluded local, state and tribal governments.

The Alliance feels that this is one reason (among many) that the RBOC's lobbied so strenuously — and successfully — to kill the bill in the Senate.

As an alternative to preferential rates, Bell Atlantic is proposing a "will carry" approach to P.E.G. access. As described in their Section 214 petition to the FCC (dated June 16, 1994), their VDT service:

> "...will provide 23 - 37 analog broadcast channels in order to ensure that consumers purchasing video dialtone service can receive on cable-ready television sets, without a set-top box, local over-the-air broadcast programming, community-based public, educational and government ("PEG") programming, and other programming traditionally delivered in analog form."

Bell Atlantic proposes voluntarily to make these analog channels available without charge to broadcast and PEG programmers under the terms and conditions set out in the illustrative tariff attached as Exhibit 5.

Of the "23-37 analog broadcast channels," Exhibit 5 of the document specifically notes, in section 18.3 (2), that three types of services will be offered without charge to the end-user, including:

> "Up to four channels of public, educational, or governmental ("PEG") programming designated by appropriate local governmental authorities..."

Representatives of Bell Atlantic have informed the Alliance that no funding will be offered for providing PEG service, except perhaps as a contribution — which they offer to many other types of non-profit organizations and charities. According to a *Washington Post* article on October 11th, 1994, Bell Atlantic President James Cullen and Chairman Raymond W. Smith "predict that their company will take 50 percent of the Mid-Atlantic region's cable television market away from local cable operators within the next five years."

The FCC is still considering Bell Atlantic's (and other RBOC's) Section 214 filings and may reach a decision in a month or two. Since Congress has not passed any legislation regarding this new service, the FCC has wide latitude in interpreting previous regulations and court decisions and in determining their own guidelines.

Some Alliance members are encouraged by the offer of free analog channel capacity to PEG access centers — along with the other broadcast services in a viewing area. They believe that their current franchise arrangement with their municipality and cable company will allow them to use cable franchise fees to produce programming on telephone company networks and to acquire the equipment and connection to get their signal to the RBOC's head end.

Most Alliance members are more pessimistic, for several reasons. First, they consider the offer of free channel capacity to be a red herring without the funds to assist in providing programming and equipment. Second, if the RBOC's are successful in taking 50% of the market "away from local cable operators within the next five years," PEG access centers will see a similar cut in their own budgets, which are determined by franchise fees as a percentage of gross cable revenues. Third, the court ruling that VDT is not subject to franchise fees will encourage the cable companies (especially if their market

See VDT Update/Page 28...

Kia'i Kaleo

Guardian and Protector of the Voice

By Richard Turner

"...this pahu will serve as a very important instrument and symbol in the years to come: in the convention in Boston and elsewhere in the nation and in the world. It will be a gift given from the Hawai'i 'Olelo conference here to their friends and affiliates in the mainland, and hopefully, it will be revered as it has been here by the people of Hawai'i for many years." —Hau'oli Akaka



The Hawaiian wooden drum, the pahu, is one of the most important instruments used to accompany the traditional hula chants, religious ritual or ha'a and dance. There are many layers of history that surround the sacred pahu and its tradition is deeply rooted in historical legend and religion. Objects (e.g., the pahu)—in modern terms and interpretations associated as art—were always closely interrelated to religion in the Hawaiian culture.

History

The 14th to 16th centuries marked a great migratory period in the history of the Hawai'ian people. According to legend, La'a-mai-kahiki (La'a from Tahiti), adopted son of a noble family from Tahiti, migrated to Kaua'i and brought several musical instruments with him. The pahu named Hawea was his most precious instrument. Na pahu were often given personal names and were conceived as having a "voice." It is more than just a wooden object and is revered for its power or mana.

Movements were performed in conjunction with the pahu as part of religious ceremonies that took place on outdoor temples known as na heiau. There are two main activities that involved human movements associated with the shark-skin-covered pahu: 1) worship of the gods in sacred situations, and 2) honor of the gods as a component of formal entertainment.

The spiritual beliefs of the Hawai'ians were instrumental in perpetuating the old cultures and beliefs whether unmixed or altered. The rituals and objects that accompany ceremonial rites exist as living-traditions reflecting some of its original purpose and meaning.

During the past two centuries, the contexts and functions of the movements associated or performed in conjunction with the pahu have drastically changed but the living tradition of movements and the music are still performed today. There have been revivals and renewals; new forms have been created that depart from its original form and amalgamate new choreography and chants into hula.

Construction and Function

The pahu is constructed from a hollowed seasoned coconut tree trunk (or breadfruit) and range between 15 to 25 inches. A base or septum is left about one-third the distance from the bottom. This lower portion is generally a carved inverted arch design or decorated with openwork patterns in the shape of triangles. A sharkskin membrane is stretched taut over the upper opening and lashed with olona cord to the base. (The craftsman used leather for the Kia'i Kaleo pahu in lieu of sharkskin.)

The pahu drum is placed on the ground and the drummer sits before the pahu. Striking different parts of the pahu with either the fingers or heel of one or both hands produces a variety of sounds of kani. The rhythms of the pahu are characterized by its deep solemn tones, diversity and unpredictability.

The pahu and other Hawai'ian drums mentioned in Captain Cook's journals were observed as being used to accompany dance and rituals, as a part of ho'okupu or gift giving , and

(continued on next page)

(continued from previous page)
in ceremonies performed to respect the dead.

Maintenance and Care

The pahu embodies great mana, therefore, it is important to care for it with great respect. The pahu should be displayed in a prominent area or if stored, placed in a humidity-free storage area and covered with a soft cloth for protection. It should not be placed in direct sunlight nor should it be washed with water.



The Alliance Pahu

As the most sacred instrument for hula and an important source of communication, the pahu was significantly chosen as the symbol for the 1994 International Alliance for Community Media Conference and Trade Show. In keeping with its tradition, this pahu was given the name, Kia'i Kaleo, to guard/protect the voice; to act as the guardian and protector of speech.

Message from the 1994 Chair of the Conference Planning Committee, Richard Turner

"This pahu that is named Kia'i Kaleo, protector of the voice carries that spirit in which 'Olelo was founded: to speak or in the act of speaking. It carries the aloha of the Hawai'ian islands and it carries a piece of every volunteer and participant who attended this 1994 International conference here in Hawai'i.

"Tony Riddle, we ask that Kia'i Kaleo from this conference on, be on display at every conference as a symbol of public, educational, and governmental access facilities throughout the world. We ask that the leader of the Alliance at the closing ceremony of each conference and trade show will pass it on to the next group hosting the next conference so, in that way, the gift travels on and the spirit will travel on. We pray this perpetual gift will voyage throughout the world with a piece of each person's spirit seated here today till the day when Kia'i Kaleo returns to Hawai'i.

"On behalf of 'Olelo: The Corporation for Community Television, I would like to present this pahu, Kia'i Kaleo, to Tony Riddle and the Alliance for Community Media as a perpetual gift."

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"The mele is a Hawai'ian chant handed down orally through generations. The source of these songs is obscured by a millennium of interpretations and goes back to a past so remote that it is referred to as 'wa po,' the night of tradition."

Composite Tradition

The spiritual beliefs of the Hawai'ians—both native and introduced, were instrumental in retaining the old cultures and beliefs whether unmixed or intact. The rituals and objects that accompany ceremonial rites exist as living-traditions shedding yet reflecting some of their original attributes and meaning.

Respect for the living tradition continues with new practitioners.

Photos by Vertov Industries.

1994 Hometown Award Winners

Production Awards

Category	Single/Series	Pro/Non*	Show Title	Facility	City	State
About Public Access	Single Program	MP	Who Uses Public Access?	Cincinnati Community Video	Cincinnati	OH
About Public Access	Single Program	NP	Dead Air Live - What Should Be on SCAT?	SCAT	Somerville	MA
Access Program Promotion	Series	MP	Channel Promotions	Tampa Educational Cable	Tampa	FL
Access Program Promotion	Single Program	MP	MPAC Ultimate Promo	Mid-Peninsula Access Corporation	Redwood City	CA
Access Program Promotion	Series	NP	Fest-o-Vision	Rogers Cable TV	Vancouver	BC
Access Program Promotion	Single Program	NP	Virtual Television Public Access Promo	Jones Intercable Public Access	Tampa	FL
Arts Programming	Series	MP	Independent Alternative	Continental Cablevision	Northampton	MA
Arts Programming	Single Program	MP	1994 Scholastic Art Awards	Channel 46 Educational Access	Waterford	MI
Arts Programming	Series	NP	The Big Picture: Tucson's Murals	Tucson Community Cable Corp.	Tucson	AZ
Arts Programming	Single Program	NP	Changing of the Avant-Gardes: Women and Art	Rogers Community 11	Victoria	BC
Computer Art	Single Program	MP	Chambers	DATV	Dayton	OH
Computer Art	Single Program	NP	e gallery	'Olelo	Waialua	HI
Documentary Event	Single Program	MP	Cablevision Special Edition: The Road to Glory	Cablevision of Long Island	Hicksville	NY
Documentary Event	Single Program	NP	Who's Afraid of the Little Yellow Bus	MTN	Minneapolis	MN
Documentary Profile	Single Program	MP	The Kalamazoo River: Evidence and Omen	Community Access Center	Delton	MI
Documentary Profile	Single Program	NP	Life on the Lake	Cable 10	Mississauga	ONT
Documentary Public Awareness	Single Program	MP	Rule of Thumb	VISN Network	St. Louis	MO
Documentary Public Awareness	Single Program	NP	Organizing for Justice Against Silver Palace	Manhattan Neighborhood Network	New York	NY
Educational Programming	Series	MP	Linea Directa	City Cable 16	Washington	DC
Educational Programming	Single Program	MP	High Voltage '93-94, 2nd Edition	KIKU Cable Channel 21	Honolulu	HI
Educational Programming	Series	NP	Paws for Adoption	Continental Cablevision	Lawrence	MA
Educational Programming	Single Program	NP	Alcohol Improv with Comedy Sportz		Milpitas	CA
Entertainment	Series	MP	The 1993 Beaches Jazz Festival	Rogers Community 10	Toronto	ONT
Entertainment	Single Program	MP	Nick Dixon Private Eye	Cincinnati Community Video	Cincinnati	OH
Entertainment	Series	NP	Anybody Home?	Manhattan Neighborhood Network	New York	NY
Entertainment	Single Program	NP	Off the Wall and Over the Top	Staten Island Community TV	Staten Island	NY
Ethnic/Cultural Expression	Series	MP	Oye Como Va	TVCA	Beaverton	OR
Ethnic/Cultural Expression	Single Program	MP	Aztlan, Babylon, Rhythm and Blues	CityTV	Santa Monica	CA
Ethnic/Cultural Expression	Series	NP	Baakoyie	Rogers Cable TV	Vancouver	BC
Ethnic/Cultural Expression	Single Program	NP	Black Kids	Gardena Cable Usage Corp	Gardena	CA
Free Speech Minute	Single Program	MP	Freedom of Speech	Continental Cablevision	Stoneham	MA
Free Speech Minute	Single Program	NP	Sound Off	Public Access TV Corporation	Great Neck	NY
Gay & Lesbian Programming	Series	MP	Dyke TV	Manhattan Neighborhood Network	New York	NY
Gay & Lesbian Programming	Single Program	MP	Get Used To It	City Channel 10	W. Hollywood	CA
Gay & Lesbian Programming	Series	NP	One in 10 People	Fairfax Cable Access Corp.	Fairfax	VA
Gay & Lesbian Programming	Single Program	NP	Visage	Tucson Community Cable Corp.	Tucson	AZ
Informational Programming	Series	MP	F.C.P.D. Today	Fairfax County Cable Ch 16	Fairfax	VA
Informational Programming	Single Program	MP	Get Ready for the Real World	Access Sacramento	Sacramento	CA
Informational Programming	Series	NP	One in 10 People	Fairfax Cable Access Corp.	Fairfax	VA
Informational Programming	Single Program	NP	Reality	Continental Cablevision	Arlington Hgts.	IL
Innovative	Single Program	MP	Just About a Day in Cincinnati	Cincinnati Community Video	Cincinnati	OH
Innovative	Series	NP	The Church of Shooting Yourself	Manhattan Neighborhood Network	New York	NY
Innovative	Single Program	NP	The Church of Shooting Yourself #18	Manhattan Neighborhood Network	New York	NY
Instructional/Training	Series	MP	City Gardening	Rogers Community 10	Toronto	ONT
Instructional/Training	Single Program	MP	The Help They Need - Giving Good Support to Rape Survivors	Mid-Peninsula Access Corporation	Palo Alto	CA
Instructional/Training	Series	NP	What's Cooking	Wadsworth Community TV	Wadsworth	OH
Instructional/Training	Single Program	NP	Fabulous Franko's Foodaramaland	Burlington Cable Access TV	Burlington	MA
International Programming	Series	MP	Central America Update	Cambridge Community Television	Cambridge	MA
International Programming	Single Program	MP	Spansko Refugee Camp	Austin Community Television	Austin	TX
International Programming	Series	NP	This Is India	Community Access	New Orleans	LA
International Programming	Single Program	NP	Escape from America	Mid-Peninsula Access Corporation	Palo Alto	CA
L.O. Program Promotion	Single Program	MP	The Lemon-Aid Show Encore Presentations Promo #1	Rogers Community 10	Toronto	ONT
Live Programming	Series	MP	Matter of Opinion	Adelphia Cable Public Access	S. Burlington	VT
Live Programming	Single Program	MP	Krewe of the Knights of Sant 'Yago Illuminated Night Parade	GATV Ch 14	Tampa	FL
Live Programming	Series	NP	Dead Air Live	SCAT	Somerville	MA

Live Programming	Single Program	NP	Wednesday in the Park - One World	Burnsville/Eagan Access TV	Burnsville	MN
Local News	Series	MP	City Channel News	City Channel 10	West Hollywood	CA
Local News	Series	NP	Wake Up Germantown	GHS-TV	Germantown	TN
Magazine Format	Series	MP	Special Connections: For Oklahomans with Special Needs	Cox Cable Oklahoma City	Oklahoma City	OK
Magazine Format	Series	NP	One in 10 People	Fairfax Cable Access Corp.	Fairfax	VA
Municipal Programming	Series	MP	Plano Portfolio	Plano Television Network	Plano	TX
Municipal Programming	Single Program	MP	Citylife - February 1994	City of Pittsburgh Channel 17	Pittsburgh	PA
Municipal Programming	Series	NP	Meridian Magazine	HOM-TV Channel 21	Okemos	MI
Municipal Programming	Single Program	NP	Ohio's Finest in Partnership with the Community	Miami Valley Cable Council	Centerville	OH
Music Video	Single Program	MP	Grandma's on Crack	Viacom Cable	Everett	WA
Music Video	Single Program	NP	The Twelve Days of Christmas	LMC-TV	Mamaroneck	NY
Original Teleplay	Single Program	NP	Full Circle	Century Cable	Los Angeles	CA
Performing Arts	Series	MP	What.	Cable Access St. Paul	St. Paul	MN
Performing Arts	Single Program	MP	Invocation	Minneapolis Telecommunications	St. Paul	MN
Performing Arts	Series	NP	1993 Waterfront Blues Festival	Multnomah Community TV	Portland	OR
Performing Arts	Single Program	NP	Dead Air Live - The Story	SCAT	Somerville	MA
Programming by Senior Citizens	Series	MP	Senior Focus	TCI Cablevision of Oakland	Bloomfield Hills	MI
Programming by Senior Citizens	Single Program	MP	In This Very Room	Portland Cable Access	Portland	OR
Programming by Senior Citizens	Series	NP	Magic Mouse Magazine	Tucson Community Cable Corp.	Tucson	AZ
Programming by Senior Citizens	Single Program	NP	Twilight Landing	Viacom Cable	Everett	WA
Programming by Youth	Series	NP	Inside Kapunahala	'Olelo	Kaneohe	HI
Programming by Youth	Single Program	NP	Life Out of Balance	Burnsville/Eagan Access TV	Burnsville	MN
Programming for Senior Citizens	Series	MP	Senior Times	Fairfax County Cable Ch 16	Fairfax	VA
Programming for Senior Citizens	Single Program	MP	Seeing Is Believing	QPTV	Flushing	NY
Programming For Senior Citizens	Series	NP	Senior Glimpses	Cablevision Industries (CVI)	Dearborn	MI
Programming for Senior Citizens	Single Program	NP	Senior & Sober: A Look at Elders and Alcohol	SCAT	Waverley	MA
Programming for Youth	Series	MP	Check It Out	Vision Cable of Pinellas	Clearwater	FL
Programming for Youth	Single Program	MP	Check It Out #3	Vision Cable of Pinellas	Clearwater	FL
Programming for Youth	Series	NP	All Pro Kids	Fairfax Cable Access Corp.	Alexandria	VA
Programming for Youth	Single Program	NP	It Happened One Day	Ashburnham Community TV	Ashburnham	MA
Public Service Announcements	Series	MP	Traffic Safety PSA Campaign		San Francisco	CA
Public Service Announcements	Single Program	MP	Get Ready for the Real World	Access Sacramento	Sacramento	CA
Public Service Announcements	Series	NP	Levels PSAs	Public Access TV Corporation	Great Neck	NY
Public Service Announcements	Single Program	NP	Top Dog	Tucson Community Cable Corp.	Tucson	AZ
Religious Programming	Single Program	MP	Multi-Faith at Work #5 - Buddhism, Taoism, Confucianism	Rogers Community 10	Calgary	ALB
Religious Programming	Series	NP	A Good Show	Londonderry Access Center	Londonderry	NH
Religious Programming	Single Program	NP	A Symphonic Christmas Celebration	Access Sacramento	N. Highlands	CA
Sports	Series	MP	High School Game of the Week	Cablevision	Cleveland Hghts	OH
Sports	Single Program	MP	Pan Pacifics Synchro Swim Championships	Rogers Community 10	Calgary	ALB
Sports	Series	NP	Island Sessions	'Olelo	Ewa Beach	HI
Sports	Single Program	NP	Glory Days	Saratoga Community Access	Los Angeles	CA
Talk Show	Series	MP	The Joel Martin Show	Cablevision of Long Island	Hauppauge	NY
Talk Show	Single Program	MP	Get Used To It	City Channel 10	West Hollywood	CA
Talk Show	Series	NP	Sportsnuts	Sharon Community TV	Sharon	MA
Talk Show	Single Program	NP	What's Up...Let's Talk About AIDS	Haverhill Community TV	Haverhill	MA
Video Art	Single Program	MP	Windows	Multnomah Community TV	Gresham	OR
Video Art	Single Program	NP	Spirits Gather	Boston Neighborhood Network	Jamaica Plain	MA

NP = Non-Professional; MP = Media Professional

Facility Awards

Category	*Budget Category*	*Award*	*Winning Facility*	*City*	*State*
Overall Excellence in Educational Access	Annual Budget over $400,000	Overall Excellence	Multnomah Community Television	Gresham	OR
Overall Excellence in Educational Access	Annual Budget under $400,000	Overall Excellence: Educational Access	Prince George's County Public Schools	Landover	MD
Overall Excellence in Government Access	Annual Budget over $400,000	Overall Excellence Government Access	CityTV	Santa Monica	CA
Overall Excellence in Government Access	Annual Budget under $400,000	Overall Excellence in Municipal Access	City Channel 10	West Hollywood	CA
Overall Excellence in Local Origination	Annual Budget over $400,000	Overall Excellence in Local Origination	Rogers Community 10	Toronto	ONT
Overall Excellence in Local Origination	Annual Budget under $400,000	Overall Excellence in Local Origination	Continental Cablevision	Lawrence	MA
Overall Excellence in Public Access	Annual Budget over $400,000	CCTV Compilation 1993/94	Cambridge Community Television	Cambridge	MA
Overall Excellence in Public Access	Annual Budget under $400,000	ACT Compilation Tape 1994	Arlington Community TV	Arlington	VA

Submit Proposals for Boston '95!

By Rika Welsh

The Alliance is currently developing its presentations for next year's Annual International Conference to be held July 5 - 8, 1995 at the Westin at Copley Place in Boston. This is an invitation to submit session and topic proposals for inclusion in the program. Proposals may be for panel discussions, debate, individual talks as a presentation of a white paper, or other presentations in appropriate formats.

Although the exact theme for BOSTON '95 has not yet been decided, some assumptions can be made. The National Information Infrastructure (NII) is being proposed as the next panacea for communications. Academia, libraries, government agencies, as well as media and telecommunication companies are involved in its current development. PEG Access facilities offer an effective model to these efforts; we have been interfacing technology with municipalities, public schools and communities across the country for 20 years.

With the absence of telecommunications legislation coming out of Congress this year, we have an important opportunity to increase the dialogue, visibility and participation in the crafting of future Public Policy. Through the Telecommunications Policy Roundtable (TPR) in Washington, D.C. and meetings all over the country, the Alliance has been building coalitions with organizations who share a similar mission of opening and preserving free access to telecommunications and media for the diverse voices that contribute to a healthy democracy.

The Alliance Conference is a four-day symposium, consisting of presentations, workshops and networking events designed to meet a wide variety of informational needs. We encourage your participation, both through attending and through this process of designing the event itself.

We are soliciting proposals on the following general areas, but any topic relating to the Alliance for Community Media's mission as suggested by the following themes, is welcome:

- ELECTRONIC DEMOCRACY: Framing the Debate
- SYSTEMS & SERVICES
- EDUCATION
- MEDIA LITERACY
- N.A.M.A.C.: Access and the Arts
- N.A.T.O.A.: Regulatory Issues & Strategies
- COMMUNITY MEDIA CENTER DEVELOPMENT
- INTERNATIONAL: ISSUES AND UPDATES
- DIGITAL VIDEO & NEW TECHNOLOGIES
- COMPUTERS, INTERNET & YOU

PEG ACCESS MANAGEMENT is being designed for access staff, directors and their Board Members as a full day, off-site at Boston Neighborhood Network (BNN), with a capped number of registrants. We welcome topic suggestions to meet the "Access A to Z" informational needs in the efficient management of Access Centers.

Workshops will be an hour and a half in length unless you indicate an interest in proposing a pre-conference session which can be a half or full day.

PROPOSAL SUBMISSION

All proposals should be accompanied by a position statement of at least one page, describing the proposed topic and desired purpose of the workshop. Proposals for panel discussions, debates and other multi-person presentations should include a list of proposed participants and session chair. Brief biographical data and resource list for further reference should be included.

As it is our hope to publish the proposals, white papers and keynotes in a conference syllabus, proposals should be well fleshed out, clear and informative to people who may not participate in the workshop. *FIRM DEADLINE FOR PROPOSALS IS DECEMBER 15TH, 1994.*

Electronic submissions are encouraged to matv@world.std.com. Discs should be submitted in MAC or PC Microsoft Word format. Hardcopy — mail to Alliance c/o MATV, 145 Pleasant Street, Malden, MA 02148

Please take a moment and give some thought to areas you would like to see explored at this next Annual International Conference. Share this information with others. Feel free to call Rika Welsh at (617) 321-6400 if you wish to explore possibilities further.

A Programming Committee has been formed and will review proposals the first two weeks of January. Confirmations should be decided by the end of January.

Public Policy Network and Council Announced

Public Policy Chair Alan Bushong and Executive Director Barry Forbes announce two new ways to advance public policy issues, keep members connected — and help fund these increasingly important activities. Members of the new Public Policy Network will receive bi-weekly faxes or e-mail notes with the latest information from Congress, the Alliance's public policy coalitions, and from the Alliance's own Public Policy Committee. Members of the new Public Policy Council help shape Alliance policies through a monthly telephone conference call and receive details of all legislative and litigation, in addition to receiving the bi-weekly updates.

Membership in the Public Policy Network is available to both individuals and organizations for a fee of $500 or more per year. Participation in the Public Policy Council is available to the manager (or designate) of any organizational member for a fee of $2,500 or more per year. *For more information, call Barry Forbes at the Alliance National Office, 202-393-2650.*

Korea

Independent Film & Video

By Dr. Myung Koo Kang and Myoung Joon Kim

The political and legal constraints of the 'independent' movement. Up until 1987, the Korean people have suffered from tough military rule. The basic human and civil rights could not be secured in any kind of social practices. Only the illegal practices and social movements have struggled to make their own voices heard. As far as the independent film and video movement is concerned, legal restrictions allow few kinds of legal independent film and video production. This is because the Film Law requires all film and video to be reviewed by the Committee for Film and Theatre. At the same time the film and video production should be registered with the Ministry of Culture and Sports. (Until 1987, they should have been licensed.)

"...the government cable policy assumes that cable should be an entertainment medium rather than a politically oriented medium..."

The Film Law does allow commercial distribution through the market such as theatre and video shop, while it outlaws any kind of alternative distribution channels. In addition to the legal constraints, the military government had treated independent production as political dissidence. If an independent producer tries to make a work that criticizes social status-quo, film or video makers can be investigated or arrested.

Under this primitive legal frame, it is not surprising that there have been less than thirty independent productions including commercial and non-commercial ones. In this context it may be understood why the practices of the independent groups have been interpreted as a social and cultural movement toward democratization.

The Development of the Independent Video & Film Movement. The independent video and film movement was born among student film circles on university campuses in the early 80's. In the beginning, they were only a group of college cinephiles who made amateur films in Super 8. But they were soon influenced by the overall cultural movement which was devoted to the struggle for democratic social change. As a result of self-criticism, they arrived at the conclusion that their activities would have no impact unless they established their own, independent distribution channels.

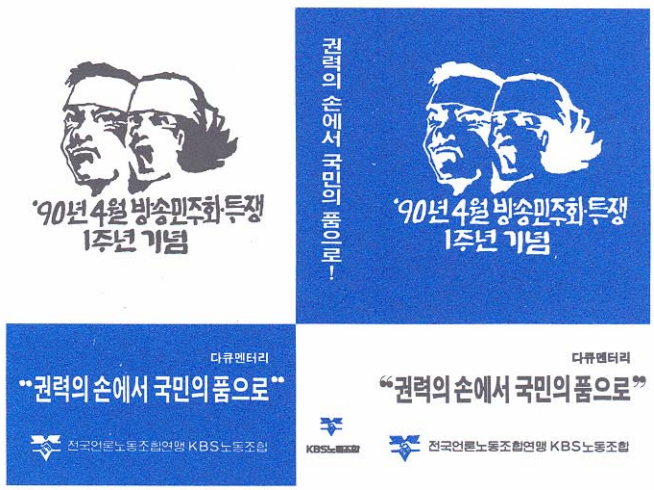
The accumulated experiences of the political independent film movement were dramatically displayed after the democratic struggle of June 1987. Among various groups, Jang-San-Kot-Mae and Labor News Production deserve special attention.

Formed in 1987, Jang-San-Kot-Mae made several 16mm dramas. One of them is *Before the Strike* (1990). This film was the honest portrayal of the labor struggle and was screened on college campuses and factories. In spite of the government's overreaction to the film, it became a major success, even in financial terms.

The Labor News Production (LNP) was formed in 1989. It has produced 15 videos so far. Its main function is to educate its target audience - workers and union activists. LNP cooperates with the independent association of progressive trade unions (The Korea Trade Unions Congress) in production and distribution of their video programs. In addition, LNP trains workers to make the videos for themselves.

The Future for the Alternative Media Movement.

1. Access to the Cable. The Cable Law that passed in 1993 does not allow any kind of public access channel except the government access. The Cable Law allows for a "community channel" through which the local system operator transmits the 'community-related information,' whereas it prevents either the system operator or the public from making local news. It is very clear that the government cable policy assumes that cable should be an entertainment medium rather than a politically oriented medium in any sense.



In this context several citizen groups have began to claim the right to public access in the cable system. The citizen groups who have worked on critical television viewing and some groups who are involved in cultural and

See *Korea*/Page 24...

Alliance Gears Up...

From Page 8...

MEMBER SERVICES

Alliance membership renewal has been sluggish over the past five years, with renewal rates varying between 50% (in 1989) and about 68% (in 1991). In 1993, only three regions (Central States, Mountain States, and the South West) increased the number of members. Four strategies will be implemented:

As the latest events in Congress and the FCC have amply demonstrated, public policy must remain among our top priorities.

1) Renewal notices will be more frequent and more appealing.

2) The National Office will provide more support for Regions and Special Interest Group (SIG) activities. Since membership recruitment begins at the regional, chapter and special interest group levels, the National Office must remain in close communication with the leaders at these levels and support their activities in every way possible.

3) The National Office will research and develop additional membership benefits, based on the interests of its members. These benefits may either be available at no charge or at a small fee to cover expenses.

4) A full-time Director of Membership Services will manage the membership solicitation process, oversee the improvement and value of our current membership benefits, develop and manage new membership benefits, and maintain communication with the Regional, Chapter and SIG leadership.

INFORMATION SERVICES

Members, the media, and the general public are very interested in information that the Alliance is perceived to have. However, this perception does not always match the reality. Therefore, the Alliance will overhaul and update current manuals. The Alliance will also explore newer technologies for distributing this information, such as through fax-on-demand, internet newsgroups, internet file transfer sites, commercial bulletin board services, etc.

PUBLIC POLICY

As the latest events in Congress and the FCC have amply demonstrated, public policy must remain among our top priorities. Focused and sustained activity is critical in several areas: monitoring federal and state bills, crafting position papers, generating "action alerts," developing coalitions with similar organizations, training citizen lobbyists, and much more. However, as a non-profit organization as determined by Section 501(c)(3) of the Internal Revenue Code, the Alliance is limited to devoting no more than 10% to 15% of its resources (time and money) to overtly political activities. Therefore, the Board has requested Executive Director Barry Forbes, Public Policy Chair Alan Bushong, and Organizational Development Chair Hap Haasch to explore the possibilities of creating a subsidiary lobbying organization, as defined by Section 501(c)(4) of the Code. In order to jump-start this effort, the Board is taking on the responsibility of raising an additional $20,000 this year and a minimum of $30,000 in 1995.

FUTURE PROJECTS

The Executive Director has also identified several projects which will depend upon additional foundation, individiaul, and organizational support, such as:

1) Primary research on the access industry ($30,000)
2) Four new access manuals ($20,000)
3) Internet node and connection ($10,000)
4) Monthly access magazine ($15,000)
5) Lobbying organization start-up ($42,000)

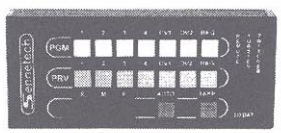
The Alliance has a lot to offer in 1995 — stay tuned!

Barry Forbes is the Executive Director of the Alliance for Community Media.

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Morning Calm

From page 6...

I did have a chance to escape the city life for a time in the mountains. What a diametrically different scene. The little farming village I stayed in was 2 hours up the Han River out of Seoul, nestled in a dead end mountain valley. Except for the few autos and cordless phones, you would swear time stood still there from the Chosun dynasty (1400-1910) to date. Folks were gathering acorns and chestnuts for drying and grinding into pastes. Shiny sickle blades flashed in the sun as stooped-over workers cut and stacked rice stalks. Patches of red peppers adorned rooftops shriveling in the sun for winter use. Cows chewed.

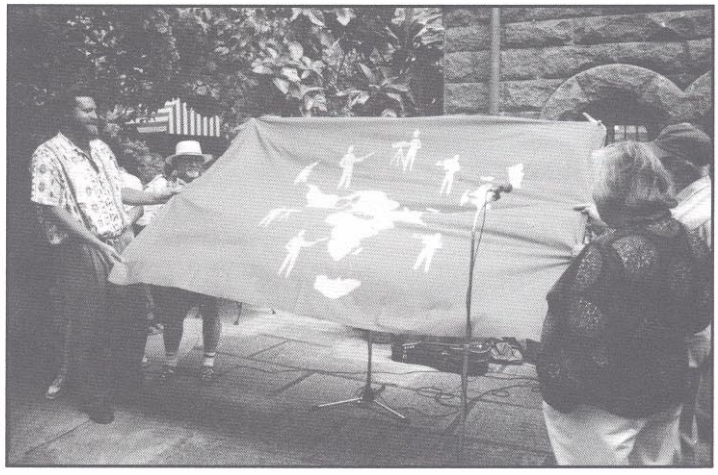


Photo by Tim Goodwin

Dirk Koning, Ted Weisburg and George Stoney hold the Video Olympiade flag honoring the Year of the Family.

Overall Koreans are gracious and steeped in tradition. Over 97% of the inhabitants are Korean and they are quite Nationalistic, having been stomped on over the centuries by the Chinese, Russians and most recently Japan. Democracy has a long row to hoe. The Community Media seed has been planted and with local and international tending could flourish abundantly.

"One way to help organize globally will be the Video Olympiades, due to be held in the U.S. in the fall of 1996."

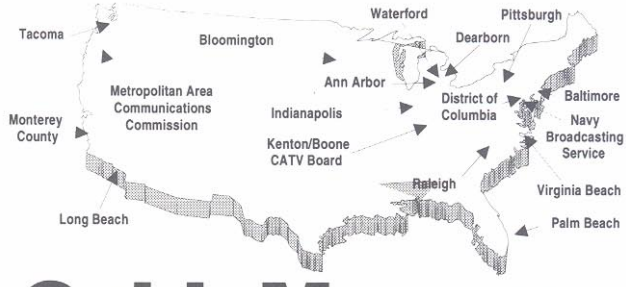
One way to help organize globally will be the Video Olympiades, due to be held in the U.S. in the fall of 1996. We want to encourage each Access Center to work with local ethnic groups to host one international participant. Ideally, the Access Center would pick a country, work with the International Organizing Committee of the Olympiades to select an independent producer from that country and then pay their airfare to bring them to your Center before/after the Olympiade. This way they would have the chance to participate in the Olympiade and visit at least one Access Center.

Additionally, due to space limitations at the Olympiade, international hosts may be the only U.S. participants able to attend the Olympiade. Obviously Sister City tie-ins are nice as well as active local ethnic access producers. I feel very fortunate that I have had the opportunity to visit several countries and espouse the notion of citizen access to media. I always return energized and even more committed to the local value in my own community. Also I realize just how spoiled we are with our funding base, amount of equipment and active community members. Don't let familiarity breed contempt. Power to the People.

Dirk Koning is the Executive Director of the Community Media Center in Grand Rapids, Michigan. He serves on the Alliance's International Committee, the CMR Editorial Board and the International Coordinating Committee for the Video Olympiade. He can be reached: Phone/Fax 616/459-4788; E-Mail 70762.541@compuserve.com

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Private Road

From Page 7...

report language — much of which was incorporated into the final "Background and Needs" which is now part of the official Congressional record. But these are only the laurels of the past. The Alliance has also staked out a vigorous course of action for the next few crucial months and for the years ahead. The Alliance will:

❖Draft and advocate legislation for media access for the next millennium. The drafting of the language is already under way — and by the start of the 104th Congress, we will identify indirect "booby trap" issues, set priorities, identify key players, and gear up our communications network. The Alliance Board is investigating the possibility of establishing a separate subsidiary organization and staff to assist in this effort in the future.

❖Roll out a public education campaign to shape popular opinion. The Alliance will hire a Director of Communications next year to coordinate all current publications and to aggressively change the image of media access.

❖Strengthen relationships with allied coalitions and organizations. The Alliance is exploring new ways to work with National Association of Telecommunications Officers and Advisors (NATOA), the Alliance for Communications Democracy (ACD), educational institutions, media arts organizations, and other allies.

❖Boost membership recruitment and services. Our growing membership demands more information and communication. So we've created the full-time position of Membership Services Director and we'll add a third full-time staff member in 1995, the Director of Communications, who will oversee all publications and manage our electronic communications system.

The Alliance is also strengthening support to the Regions and Chapters and bolstering the Special Interest Group (SIG) structure and services. The Board and Staff of the Alliance is embarking on a major membership-building and fundraising campaign which will turn these plans into action. Members are urged to:

❖Renew their membership in the Alliance for Community Media — and recruit new members.

❖Send personal contribution of $100 or $250 or more. Each donor of $100 or more will receive the new Alliance for Community Media lapel pin and will be listed in an upcoming issue of the *Community Media Review.*

"The Alliance's suit against the FCC...shows that we are serious about defeating censorship rules."

❖Join the new Public Policy Network for a fee of $500 or more. Every two weeks, members will receive a public policy update (by fax or e-mail) which will keep members, staff, access centers' Board members and producers directly in touch with the latest activities in legislation and litigation. Each organization will also be listed in an issue of the *Community Media Review.*

❖Join the Alliance Public Policy Council for $2,500 or more. Each member will participate in a monthly telephone conference call, directly advise the Public Policy Chair and Executive Director on public policy issues, receive monthly details of pending legislation and litigation, and be acknowledged in every issue of *Community Media Review.*

The Alliance must take action before the 104th Congress begins in mid-January — and that's why this campaign is so crucial in the next few months. Quite simply, without decisive action right now, the sign of the times on the information superhighway may very well be *"Private Road: No Public Access."*

Barry Forbes is Executive Director of the Alliance for Community Media.

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Women, Radio and Networking

Many Voices Make a Symphony

By Maria Victoria Polanco, in collaboration with Manon Hogue.

In contemporary societies dominated by monopolies and the market, it is encouraging to hear good news. The news is of thousands of men and women who have decided to make their contribution to democratizing the spoken word by broadcasting the accent and expression of cultures and identities that have been excluded until now. The opportunity of appropriating the spoken word to recognize one another and assert their differences, to grow as individuals and as social beings projecting their image to the rest of the community. By engaging in this process, which is complex yet full of hope, those building up community radio have successfully met many challenges. The endlessly creative and daring use of radio today by women's groups and organizations is, without a doubt, one of the greatest achievements of this movement.



Photo: Peter Bennett

On these alternative broadcast networks, women of different colors, accents, sensibilities and rhythms have undertaken to create spaces where they, as new social actors, can have more control over the distribution of information and also give their own input and views on the overall building of the world.

Out of the kitchen into the public eye.

Radio broadcasting gives women a recognition and legitimacy we did not even have in the small space of our kitchens. Communicating via radio means talking with our own voice, it means being listened to and taken into account; above all, it means overcoming prejudice, discrimination and sexism.

The richness of some experiences over the past few years confirms the importance of radio broadcasting to improve women's conditions. For example the Collective Radial Feminista (Feminist Radio Collective, CRF) grew out of several Peruvian women's groups' wish to have access to the airwaves. In a recent interview with the *Chicago Tribune*, Mariela Sala, a member of the Centro Flora Tristan, on of the five founding groups of the CRF, said, "Ten years ago, when we were talking about violence against women, people said, 'You feminists are bringing ideas from abroad; our Peruvian situation is not like that. In the Andean culture, it is OK for men to beat women, and women accept that.'"[1] In the interim, the Centro Flora Tristan, along with the other members of the CRF, went full-tilt into communicating information on different radio stations by buying air time.

Now, Mariela Sala claims, only 20 percent of Peruvians believe that violence against women is a cultural norm. "I believe," she added, "that, together with the feminist movement, we have made visible problems nobody seemed to see"[2] such as sexual harassment in the workplace, domestic violence and rape as a social and not an individual problem.

Spotlighting everyday life.

Through radio women are often successful in making space for everyday life by being innovative and going beyond the topics that prevail in the mass media. In other words, they change the agenda so that it reflects women's lives with all their fears and frustrations, their hopes and dreams.

In Pakistan, for example, the **Aurat Foundation**, a local organization dedicated to using communications to improve women's living conditions, is sponsoring a new broadcast. The weekly 30-minute program aims to meet women's need for information on food production and preservation technology. It is based on the observation that in many parts of the world access to technology is very unequal, mostly because women in rural areas are confronted with a lack of information. According to the women of the Aurat Foundation, most training programs aimed at raising productivity in agriculture do not take into account the time constraints the majority of women have, which prevent them from participating. Without training, they cannot use the new technology. The men appropriate the technology rapidly and improve their working conditions, whereas women remain stuck in backbreaking jobs such as weeding fields by hand or using archaic tools.

Thanks to radio, then, the Aurat Foundation hopes to reach thousands of women in the Pakistani countryside to provide them with information so they too can ease their workload through appropriate, accessible technology.

Networking.

Beyond the daily use of radio broadcasting, women are seeking more and more to create spaces for consultation and networking, thereby creating a veritable universe without having to leave their area. With the same openness they show when conversing with a neighbor or speaking at a public meeting, so they seek to make their voices into a chorus that will reach much further than each single component.

See *Many Voices*/Page 26...

Korea: The Struggle for Access...

Continued from Page 19...

feminist movement are going to build the issue of the public access as a public agenda. If solidarity for public access can be formed, it will move to the citizen's petition for legislation.

"...the dictatorial government tended to appropriate the press as a propaganda organ..."

If the public access channel is available some time, the public should be familiar with what it is and be willing to participate in making his/her own interests and opinions known. The media training program for the people becomes significant. A few media training programs have been set up. The Labor News Production probably is the only one being operated on a non-commercial basis.

One of the interesting things is the conflict between the labor union and the corporation over the access to the Closed Circuit Television (CCTV) which is set up by the corporation. For example Hyundai and KIA corporations have built CCTV in their factories to transmit the information and programs tilted toward the employees viewpoint. The labor unions in both corporations have claimed they wanted access to the CCTV, putting it on the list of the annual trade contact. The companies rejected these claims. The workers had cut the cable. These events became a moment for the union members to be aware of the significance of public access.

2. From Critical Television Viewing to Public Participation. The citizen's movements for critical television viewing have been growing since 1987. Newspaper and broadcast journalism have played a crucial role in supporting the oppressive social and political system under the military rule. The press policy of the dictatorial government tended to appropriate the press as a propaganda organ through which she persuaded the people and manufactured consent from the populace. After the civilian protest in the summer of 1987, the citizen groups began to organize so-called "civilian action for the critical television viewing." They have criticized what the mainstream journalist's have done. The YMCA and the Action for Democratic Media came up with the nationally organized network.

During the elections of 1987 and 1992, they organized the 'National Solidarity for the Media Watch for the Democratic Election.' They had monitored the election news and programs everyday throughout the election period. The monitoring for media watch had been so successful that the government and the journalists tried to be (or pretended to be) fair and balanced. In 1994 about twelve media watch groups have come out with diverse objectives.

Based upon the experiences of the monitoring and the media watch for the election news, the citizen's movement set in motion toward the public access in the realm of rapidly developing communication technologies. They are going to plunge into the lobbying for the legislator and to line up a number of public forums on the public access.

In the same direction the worker's unions have become aware of the bearings and importance of communication technologies. They have begun to introduce the training program for video production, demanding that the workers produce their own videos for the union activities.

Such kinds of change in the citizen and labor movements will be the basis for the public access in the near future.

Dr. Myung Koo Kang is a professor in the Department of Communication at The Seoul National University and a leading proponent for Public Access in South Korea. Myoung Joon Kim is Chief Producer of the Labor News Production. Dr. Kang can be reached by phone at 011 82 2 880-6473, or by fax at 011 82 2 873-1451. His address can be found in the article Land of the Morning Calm *by Dirk Koning, which begins on page 6 of this issue of CMR.*

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Africa

DEMOCRATIC MEDIA IN A POST-APARTHEID SOUTH AFRICA

The Film and Allied Workers Organisation(FAWO) is a national organization with offices in Johannesburg, Cape Town and Durban. It operates with the help of volunteers and one part-time employee in each region. The FAWO emerged as an anti-apartheid media organization in the late 80's by mobilizing and organizing progressive filmmakers and administering the selective cultural boycott. The FAWO formed part of the Mass Democratic Movement and campaigned together with other progressive organizations to challenge apartheid policies and to fight for the independence of the electronic media and film from state control. It put considerable resources into policy formulation for the restructuring of the film and broadcasting industries and initiated a highly successful campaign to get these issues onto the negotiation table.



Part of the FAWO's work has been on the issue of development and affirmative action in the film industry and, through this process, the FAWO has initiated a number of projects in the fields of production, distribution and education. The film and broadcasting industries in South Africa have historically been manipulated by the National Party Government to help implement its policies of apartheid. This had serious implications for the development of film, television and video. Marginalized and independent film and video makers have been denied access to the means of production, financing, training, distribution and exhibition. In spite of these restrictions, there exists a strong oppositional film culture.

In addition, the FAWO has taken on the task of developing community television and access facilities for the audiovisual sector. It is also acting as the central facilitating body, through a process of networking and consultation, in the development of a proposed Community Television Network in South Africa. Interest in the project has seen the establishment of the Community Television Consortium. Proposals are now being developed to create a community media in South Africa.

The introduction of a community-based tier of broadcasting which creates affirmative models of women, isolated communities, various ethnicities, young people, working class people and other marginalized sectors of the community must be recognized as a pro-active step towards breaking down misconceptions and powerlessness.

Community media will offer the democratic movement in south Africa the opportunity to take up its position in the battle over the limits of mobilization, the strengthening of the position of the disenfranchised against further loss of their power and the creation of new opportunities for involvement as active participants in the process of structural change.

Community media will offer a much needed alternative aimed at redressing the imbalance of power within the electronic media, focusing on and drawing attention to localized issues and cultural development.

Community media will play an important cultural role in a developing society through the development of new types of programs which will meet the needs of communities previously denied relevant information.

Community media will offer training and provide entry level skills required to gain employment in the media to people previously denied access to broadcasting and production.

Community media should be seen as a central force for change in South Africa. This is so important that the government should work to develop a revenue mechanism to ensure the health, vibrancy and vitality of the sector.

Based on a report written by the FAWO and the Community Television Consortium in a submission to the Independent Broadcasting Authority S.A. Reprinted with permission Videazimut.

Many Voices

Continued from page 23...

In Latin America, for example, bonds are being strengthened and networks are expanding. According to Francesca Miller, a researcher at the University of California at Davis, "The networks are all the more remarkable because of their inventive use of ways to communicate ideas within and across communities of great linguistic and cultural diversity."[3]

We constantly hear of meetings, conventions, workshops, forums and many other ways of meeting with one another. These events may occur in different places but they all pursue the same goal: to think about and make proposals for women's communications that can further the effort to democratize the spoken word and communication.

"We know of course that Beijing is only a step on the long road we still must follow..."

We are nearing the Fourth World Conference on Women and the NGO Parallel Forum which will be held in Beijing in 1995; the creation of new spaces enables us as of now to develop and deepen gender communication. For example, as part of the preparations for the Fourth World Conference, the United Nations has presented a draft plan of action on women and communication.

The Bangkok Declaration, issued at the end of the world Conference held last February in Thailand, contains key strategies regarding discussions on women and development. More recently, following the Latin American and Caribbean Regional Meeting on Gender Communication, a Permanent Forum on Gender Communication was set up for the purpose of coordinating activities, exchanging information and opening a space for reflection and discussion on gender communication in Latin America and the Caribbean.

We know of course that Beijing is only a step on the long road we still must follow, but women must take the step together so that it leaves its mark and so that we can go further. It is together and by learning from all these experiences that, day after day, women on all continents are building.

1. REEVE, Catharine, "Latinas lead the world in networking", in the *Chicago Tribune*, July 10, 1994.
2. Idem.
3. Idem.

Maria Victoria Polanco is AMARC's women's representative. Reprinted by permission InteRadio, the newsletter of AMARC, The World Association of Community Radio Broadcasters.

You can lie awake nights...or you can do the right thing...

MEMBERSHIP ENROLLMENT FORM

(Please check all that apply)

Yes, I want to join the Alliance for Community Media. I am a(n):

- ☐ Access Staff Member
- ☐ Access Board Member
- ☐ Community Producer
- ☐ Cable Regulatory Staff or Board Member
- ☐ Other

ORGANIZATIONAL

- ☐ Over $100,000 annual revenues $275
- ☐ $10,000 to $100,000 annual revenues $175
- ☐ Under $10,000 annual revenues $75

All organizational memberships expire on September 30th of each year. Join between April and September and pay half the annual rate.

INDIVIDUAL

Affiliated (available only if your organization is a member: includes paid staff, volunteer producers, board members or other unpaid individuals associated with a member organization)

- ☐ Staff $35
- ☐ Volunteer $25
- ☐ At-Large (includes professional or volunteer individuals who are not associated with a member organization)
- ☐ Advocate (volunteer) $30
- ☐ Professional (salaried) $75
- ☐ Patron $120
- ☐ Life $1000

All individual memberships expire one year from the last day of the month in which you join.

SPECIAL CONTRIBUTION

I am including an additional amount to further support the activities of the Alliance and help broaden participation in the organization.

☐ $10 ☐ $15 ☐ $25 ☐ $40 ☐ $50 ☐ $ _____

SUBSCRIPTION ONLY (not a membership)

☐ Community Media Review (6 issues) $25

(Canada $30, other non-U.S. $35) CMR Subscriptions expire one year from the last day of the month in which you sign up.

TOTAL AMOUNT ENCLOSED $ _____

NAME AND ADDRESS (Please print)

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Contact Person (organizational members only)

Mailing Address

City State Zip

Phone (___) _____ Fax (___) _____

Name of organization of affiliation (affiliated members only)

TYPE OF ORGANIZATION

- ☐ Nonprofit
- ☐ Educational institution
- ☐ Library
- ☐ Government
- ☐ Cable system
- ☐ Other for-profit organization

TYPE OF FACILITY

- ☐ Public access
- ☐ Educational access
- ☐ Government access
- ☐ Local origination
- ☐ Leased access
- ☐ Other

DEMOGRAPHICS (individual members only)

This optional information will help us to better serve current and potential members.

- ☐ Black
- ☐ White
- ☐ Hispanic
- ☐ Asian or Pacific Islander
- ☐ NativeAmerican
- ☐ Other
- ☐ Female
- ☐ Male

Mail check or money order payable to Alliance for Community Media, 666 11th St. NW, Suite 806, Washington, DC 20001-4542

Australia

Community TV Down Under

By Steve Spangaro

Some very exciting things are happening down here! Community Television for the wider population has been a long time coming to Australia. Now it's all happening so fast that the breathing space government inaction once afforded occasionally takes on a nostalgic appeal.

The Australian government made Community Television (C.T.V.) licenses available in 1993. Simply put, there are six television frequencies allocated for terrestrial free-to-air transmission throughout Australia; the five existing networks and the last remaining frequency now allocated to community television: UHF-31.

Having previously used UHF-31 under restrictive licensing arrangements, C.T.V. groups had long laid claim to the frequency. For the last seven years C.T.V. groups have spasmodically conducted these "test transmissions" using small "micro-station" transmitters to broadcast for a week or so to their immediate localities.

Now that a frequency for C.T.V. has been made available nationally, any community not serviced by an existing C.T.V. station may apply for a license on behalf of the wider population in that area. "Permanent" transmissions have already begun in some major cities. Further stations are due to hit the airwaves in the coming months. Quite conceivably, most Australians will have a free-to-air C.T.V. service as one of no more than six possible channels within a year.

The history of Public Access Television's belated and now sudden emergence into Australia's broadcasting landscape is very much tied to that of its delivery mechanisms. The "super (or otherwise) highway" via fiber optic cable has only recently begun a tentative growth under select streets of urban Australia. Ironically, the absence of cable TV options has allowed C.T.V. to secure a much more potent vehicle into peoples' lounge rooms than may have otherwise been the case. Perhaps it's been worth the wait!

Interestingly, providers of Australia's future cable service seem keen to incorporate our C.T.V. within their range of services. "Cable trials" to this effect have already been conducted. Whilst working flat-out to make the best use of our terrestrial options, we are being courted by the cable operators of the future.

It's one thing to have access and another to do something meaningful with it. Every C.T.V. station in Australia has its own model for incorporating community input whilst managing the somewhat prohibitive costs of buying a transmitter and managing a station. With no financial commitment from the government on the horizon, C.T.V. has been left to survive or fall on its initiative and community support.

The future of Australian C.T.V. seems very much a question of what 'the people' choose to make of it. With the fight for access to the airwaves won (for the time being) there remains the challenge to cement a culture of community participation prior to being swamped by a range of mindless communication applications.

It's reassuring to know we have like-minded friends overseas and hopefully we will continue to be inspired by the wider world of Community and Local TV.

Steve Spangaro is a Management Committee member, Melbourne Community Television, Australia.

Trainers' SIG

By Julian Ross Braver

In the coming year, the Alliance Trainers' SIG (Special Interest Group) will be undergoing some structural changes, in an attempt to foster more effective communication and facilitate improved service to its members. Overall, the mission of the SIG is to:

- ❖Share strategies
- ❖Disseminate information
- ❖Provide networking opportunities
- ❖Build a support system for those who conduct access training

To meet these goals, membership benefits include:

- ❖Regular newsletter, *On Track*
- ❖Timely informational bulletins
- ❖Trainers' directory
- ❖Opportunities to gather course materials/class syllabi
- ❖Giving input concerning national conference planning

The most substantial improvement we could make to the SIG is increasing its membership—the SIG is nothing without its members! Do yourself a favor, and help to cultivate the national interaction of access trainers. Join the Alliance Trainers' SIG today.

All of these benefits are available for the low price of $10.00! For more information on the Trainers' SIG, please call SIG coordinators, Julian Ross Braver at (808)834-0007 or Jesikah Maria Ross at (916)757-2419 or send your check to: Kelly M. Matthews, Director of Membership Services, Alliance for Community Media, 666 11th St. NW, Ste. #806, Washington DC 20001, or call (202)393-2650.

FCAC Community TV Producer Attends Russian Conference

By Jim Peters

Fairfax Cable Access Corporation Producer and former Board member Evelyn DiBona travelled to St. Petersburg, Russia in September to attend a three-day conference involving representatives from telecommunications media from both the U.S. and the newly democratic states of Eastern Europe.



Fairfax Cable Access Corporation's Evelyn DiBona poses with former first lady Rosalynn Carter at the Russian conference.

Invited to attend the event by Senator Ted Stevens of Alaska, who is a member of the U.S. Commission on Radio and Television Policy, and the Terry Sandford Institute of Public Policy at Duke University, Evelyn became part of a U.S. group ranging from major telecommunications executives representing Fox, CNN, ABC, NBC and the Hearst Corporation to public access producers and advocates such as Evelyn herself and Tony Riddle of the ACM.

"...how do you preserve access to the airwaves without having the state dictate – in other words, without having censorship?"

Co-chaired by former U.S. President Jimmy Carter and Moscow Independent Broadcasting Corporation President Eduard Sagalaev, the conference explored the issues surrounding the strengthening of broadcasters' autonomy against encursions of state power and 'other economic interests' such as big business.

"They're very concerned about who has access to radio and television," Evelyn explained. "I believe what they are worried about are people coming in and buying up television stations...and then broadcasting whatever they want. And they worry about political dictates from above, which they've had for 70 years."

"We have problems with violence on television, whereas in Russia they have channels that could be considered pornographic," she continued. "How do you battle things like that? And how do you preserve access to the airwaves without having the state dictate -- in other words, without having censorship? How do you establish a democratic distribution of airtime?"

Exploring this question with the Americans were electronic media representatives from Lithuania, Armenia, the Republic of Georgia, Latvia, Poland, the Czech Republic and many other Eastern European nations. "They all have the same kind of problem and the discussion was wide open."

"Our commission recommended that there should be a voluntary code of ethics," Evelyn said, "which of course is a very hard thing to do." In an ongoing effort to rebuild their system into one which provides for fair and equitable access and free speech, the Eastern European electronic media representatives are also meeting with executives from other democratic nations such as France and Great Britain.

Jim Peters is Promotions & Publicity Manager at Fairfax Cable Access Corporation in Fairfax, Virginia. Reprinted courtesy FCAC's Storyboard.

VDT Update

Continued from page 13...

erodes as Bell Atlantic suggests) to develop similar "common carrier" services which would be also exempt from franchise fees or to fight to deregulate their industry as a result of the "unfair competition."

The Alliance would like to address the opportunity — or threat — of VDT in several ways. First, we need to develop a viable funding model which will ensure the ongoing financial support of PEG access. Second, we need to educate both PEG access and local government officials as to the issues, opportunities, and communication needs surrounding VDT. Third, the Alliance MUST get Congress to enact positive legislation to guide the FCC in regulating VDT — and to establish a viable funding mechanism for PEG access. Obviously, this will take staff time, member involvement, and money which the Alliance does not have. However, the Board and staff of the Alliance are aggressively recruiting new members and encouraging current members to increase their support in order to meet the challenge of VDT. *For more information about VDT or about supporting the Alliance's efforts, call the National Office at (202)393-2650.*

etc.

ACM Far West Conference

A Great Success!

By Marilyn Ackerman

The 1994 Alliance for Community Media Far West Regional Conference was not one to be missed. The theme of this year's conference, held Thursday through Saturday, October 20-22, was "Access 2001: Sharing Strategies for and Evolving Community Media." The event brought together close to 200 individuals from a variety of professions such as video, film, radio, multimedia, computers, education, health care, government, and law. Ties were built among people who believe that, during this volatile legislative climate, we must all work together to insure accessible avenues of communication in the public interest.

PRECONFERENCE ACTIVITIES: THURSDAY, OCTOBER 20: Some of the Bay area's most eclectic and proactive "thinkers" provided their insight at the "Futurist Forum" while discussing how the "Information Superhighway" will affect our everyday lives. Panelists included Nicole Lazzaro, Co-founder of the San Francisco State University Multimedia Extension Program; RU Sirius, noted "Cyberwriter" and past editor of *Mondo 2000;* Paul Di Senso of the Stanford Research Institute; and Nancy Rhine of *Women's Wire*, an on-line service for women.

CONFERENCE HIGHLIGHTS: FRIDAY AND SATURDAY, OCTOBER 21-22: Workshops were conducted Friday and Saturday on a variety of topics such as production techniques, legislative update, community on-line networking, interactive media, publicity, outreach and distribution, fundraising, equipment purchase, media literacy, copyright and privacy issues, and citizen access. Vendors displayed the newest products and services from the industry's leading suppliers.

On Friday night, it was standing-room-only at the "Western Access Video Excellence" Awards presentation. Producers from California, Hawaii; and Nevada entered over 270 videos, the most ever in the history of the WAVE awards. Awards were given in a broad range of categories to honor excellence in community television.

Marilyn Ackerman is Chair of the Alliance for Community Media's Far West Region.

CLIPS and InteRadio

For our readers who want to know more about the publications which so graciously allowed us to reprint their articles: Vidéazimut's *CLIPS* is available for $10 a year from Vidéazimut, 3680, rue Jeanne-Mance, bureau 430, Montréal, Québec H2X 2K5, Canada. AMARC's *InteRadio* is also $10 per year from AMARC, 3575 boul. St-Laurent, #704, Montréal, Québec H2X 2T7, Canada.

Check out our next issue!

Community Communications Centers of the 21st Century. Somerville (MA) Community Access Television Executive Director and ACM Treasurer Carl Kucharski is guest editor of the upcoming edition of *Community Media Review*.

Find out what's happening in community access centers now - and see what's on the drawing boards of the USA's leading public access communications centers! With articles from coast to coast covering issues ranging from our own backyards to way out in the deepest reaches of cyberspace, the next CMR promises to be a sellout. Don't miss it!

Cosmopolitan Contest

How worldly are you? See if you can identify the language for each of the following "thank-you's": 1. Merci Beaucoup; 2. Aiok Panchi; 3. Mante Tak; 4. Danke; 5. Miguetch; 6. Hsieh Hsieh; 7. Arigato; 8. Grazi; 9. Muchas Gracias; 10. Toda; 11. Shokran; 12. Kamsa Hamnida. We're putting all correct entries into a hat and pulling one lucky one out. The winner will have his or her car washed by ACM Executive Director Barry Forbes the next time he's in your hometown!

alliance-nw@isu.edu

If you've got e-mail, you can share your thoughts, gripes, visions or whatever to other community media types via this e-mail list server. One message is automatically forwarded to everyone subscribing to the service, which is compliments of the Idaho State University Media Center. Thanks to Ted Liljeholm, Portland Cable Access, for originating this idea.

Included below is the automated list server helpfile. For more information, contact mailserv@ isu.edu.

-Usage-

To use the server, just put your command in the subject line of your message. Don't put anything else in your message (although some mail systems won't send a message unless there is something in the message body, so you might want to put some arbitrary bit of text into the message body). Please place only one command per mail request (i.e. don't put more than one command on the subject line). Here's an example:

From:Joe User<joe-user@isu.edu>
To: alliance-nw-request@isu.edu
Subject: subscribe

That's all you need in your mail to be subscribed to the list!

etc.

Video Shorts Competition

Video Shorts, a national competition of video artworks, is calling for entries to its 14th Annual Competition. The Special Category for Video Shorts 14 will be "Public Service Announcements About Public Access." Winning entries in this category will be compiled and made available for use on local cable and broadcast channels. All PSA entries must conform to standard 20, 30 or 60-second lengths and should be generic so that they can be used at any station.

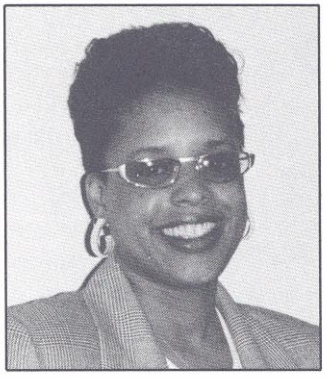
As in years past, the General Category will accept pieces up to six minutes in length. Noncommercial works only are accepted. There is a $20 entry fee. Ten winners will be picked from among the general entries, and at least six of the public access PSAs will be chosen for low-cost distribution to and use on access channels. Cash prizes will be awarded, and entries will be considered for inclusion in "best of" Video Shorts collections to be marketed commercially at a later date.

The challenge of making PSAs is to make a strong impression in just a few seconds. Competition director Mike Cady lists several attributes of good PSAs:

- ❖attract the attention of the audience
- ❖communicate the existence of problem or issue
- ❖plant the idea that the problem may be alleviated by using a particular service or taking a particular action
- ❖make a strong emotional or logical appeal for action

Entry deadline is February 1, 1995. *For further details and entry forms write Video Shorts, P.O. Box 20369, Seattle, WA 98102, or call (206)325-8449. All entries must be accompanied by an entry form.*

Kelly Matthews Promoted; Now Director of Member Services



Kelly Matthews

Former Operations Assistant Kelly Matthews was promoted to the newly-created position of Director of Member Services as of November 1st. In announcing the appointment, Executive Director Barry Forbes noted, "Membership relations and service is critical to the survival and growth of the Alliance — and Kelly has proven her skills in these areas time and time again."

Ms. Matthews was hired as Operations Assistant in March 1993. Before this, she served as Administrative Director for the National Federation of Community Broadcasters and volunteered as Assistant Producer at the Pacifica public radio station WPFW in Washington, D.C. Ms. Matthews also participated in two internships: one as Coproducer at public radio station WYEP in Philadelphia, the other as Producer for Cable 30, the campus television station for Seton Hill College.

Volunteer Producers wanted

- to produce segments for "Given Opportunities...," an award-winning, nationally distributed television program.

Given Opportunities...

is a video magazine highlighting the abilities of people with developmental challenges such as mental retardation, Down's syndrome, cerebral palsy and autism.

Cable Access Centers

Make your access center "accessible" to more members of the community--become part of the VITAL network.

PROJECT VITAL℠
VIDEO INDUCED TRAINING AND LEARNING

is a training curriculum designed to teach basic cable television production to people with developmental challenges.

LITTLE CITY FOUNDATION

For more information, contact:
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1994 - 95 Alliance Board of Directors

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The Alliance BBS

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Alliance for Communications Democracy

"...increasing awareness of Community Television through educational programs and participation in court cases involving franchise enforcement and constitutional questions about access television."

Become an Alliance Subscriber for $350/year and receive detailed reports on current court cases threatening access, pertinent historical case citations, and other Alliance activities.

- Voting membership open to non-profit access operations for an annual contribution of $3,000.
- Non-voting memberships available to organizations and individuals at the following levels:
 - ➤ Alliance Associate, $2500 - copies of all briefs and reports.
 - ➤ Alliance Supporter, $500 - copies of all reports and enclosures.
 - ➤ Alliance Subscriber, $350 - copies of all reports.

Direct membership inquiries to Rob Brading, Multnomah Community Television, 26000 SE Stark St., Gresham, OR 97038, or phone 503/667-7636.

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